

October 29, 2004

Flipchart data – as recorded at 9/18/04 Mayor and City Council Workshop

Mission

- Councilmember Drake's proposed Mission Statement and Goals.
 - Serve the long-term good of the people and business of Scottsdale through high-quality, innovative, cost-effective and responsive municipal government.
 - Plan, manage growth and promote design in response to Scottsdale's desert environment.
 - Play a role in creating safe, livable and active neighborhoods where all people can feel both "at home" and welcomed members of a larger community.
 - Strengthen and enhance Scottsdale's position as a premier international tourist destination.
 - Promote economic vitality by promoting creation of high-quality jobs and work environments and through supportive government services for conduct of business.
- Use "cultivate" instead of improve or build.
- Enjoy the experience as visitors
- Heritage & History = Character
- Honor and preserve Scottsdale's unique history & culture.
- "Promote" rather than ensure prosperity.
- "Build" rather than cultivate.
- Take out "visitors" – if we add quality of life for residents and quality of experience for tourists.
- Draft new "southwestern culture" statement integrated with "dynamic development" thought.
- Protect our heritage but/and at the same time integrate with/a global perspective and creativity.
- Respect, honor, preserve past and embrace new global economy.
- Honor and preserve unique southwestern culture not inconsistent with dynamic development.

Goals

- Neighborhoods – add focus on Public Safety.
- Preservation – Need to be able to tell if you've met the goal. How do we know when we've met the goal?
- No major objection to existing goals.
- Empowerment of Employees suggestion – already incorporated in structure. Implied.
- Public Safety suggestion – Important to Council. Because of new fire department. If worth singling out transportation, than should have Public Safety goal. What's the value in outlining in similar words to other values?

- Public Safety – brief statement would be appropriate. It is the #1 priority to the city.
- Public Safety should be considered as a separate goal.
- Core Quality Services suggestion. Quality core services implicit and embedded in mission of the city. It is obvious that we should do this.
- The city has “3 homes” (South, Middle, North). Revitalization of south should be part of work program.
- Add revitalization as a goal? Include as part of Core Quality Services goal? Incorporate with Goal A? Create a new goal? Part of Goal B (Preservation) is revitalization.
- Add “quality core services” to mission statement should
- Quality services are core services plus quality.
- Weave into mission statement.
- Better define Goal B (Environment and Preservation).

Projects, Programs, Policies

General comment from Councilman Ecton – We need to raise the bar on quality of life. Want Scottsdale to be recognized as an outstanding city. Lead the way, don’t have to mimic other cities.

Mayor Manross:

- ASU-Scottsdale
- Fire Department
- Spring training facilities
- Downtown/Southern Scottsdale – need to be even more creative.
- State Land Trust reform. Related to other environmental issues that are important, i.e. green-building, water management.
- Revitalize Center for the Arts
- Revenue-sharing
- Event promotion – more comprehensive program.

Councilman McCullagh:

- Revitalization of South Scottsdale
- ASU-Scottsdale
- Economic Development
- Pursue anti-subsidy legislation, convene workshop with Phoenix.
- Pursue State Trust Land legislation to provide resources to complete Preserve.
- Campaign signs removed from public right-of-way (not business or real estate signs).
- Pursue photo radar on Loop 101

- Public/Private partnership for Western Art Museum.
- Emergency Medical Services.
- Move Stagebrush Theater downtown to arts/theater area. Reassess critical services at McDowell Village.
- Pursue Citizen's Task Force recommendations re: Downtown Partnership.
- Review appointment of commissioners.
- Review process for charter officers.

Councilman Lane:

- Weigh costs and overall benefit to community of revenue generating enterprises. Are they public or private responsibilities?
- Responsiveness and accountability to citizens
- Public Safety Subcommittee
- Evaluation of Charter Officers
- Quality of Services
- Address core services – make a focus and communicate it.
- Assess how much needs to be focused on areas with greater need.
- Before city takes a position of legislative issues, should come before the council for a vote (i.e. land trust, anti-subsidy).

Council Member Drake:

- Need New Downtown Plan (Design guidelines for ADA, Pedestrian uses, Building Heights, Clarify Parking & Parking credits, Public Art, Bike Parking, Base camp for Mounted Police).
- Southern Scottsdale. Need overall plan and neighborhood plans; need neighborhood planning, business retention. Tie into the Indian Bend Wash and North Tempe. Goal of an area where residents can survive without a car; workforce housing.
- Neighborhood conservation or planning districts.
- Update bicycle and pedestrian plan – long overdue.
- Charter amendment – allow business owners on boards and commissions.
- Assessment of council subcommittees.
- Charter officer evaluation criteria, procedure.
- Board & Commission appointment process.
- Expand public art program, include major residential projects and projects outside of the downtown area.
- Development Review process prior to Council decision.
- Confirmation hearing prior to permits.
- Review Character Area Plans up north – include in ordinance?
- Work session on GLO easements.

- WestWorld Review – Purpose of WestWorld and Master Plan aspects.
- Papago Salado efforts
- Pima Corridor
- Look at code, zoning, permit follow-through
- Give priority to retaining Signature Events.

Councilman Littlefield:

- Emphasis on core services
- Accountability and Openness
- Money's worth from enterprises
- Subcommittee + Public Safety and a few more; - Schools and Aviation
- Charter Officer Review process
- Conditional Use Permit Revocation – need process approved for doing this.
- Move Development Review process in front of Council approval
- Executive Session Guidelines
- Legislative Agenda Review – shouldn't present city's position without Council approval.
- Address inconsistencies and ambiguities of rules in North Scottsdale.
- Address density and height in Downtown. Be honest with people about what we are going to do.

Councilman Osterman:

- Look at creative downtown uses (plan)
- Code enforcement emphasis
- Water conservation – take the lead in region. Creatively conserve water consumption.
- Better use CERT volunteers – give opportunity to exercise training.
- Underinformed on pending legislation, i.e. Prop 102 – Technology Transfer (important because of ASU – Scottsdale).
- Comprehensive review of subcommittees (i.e. General Plan review).
- More Comprehensive review of site plans (some are archaic – not in city's best interest).
- Green-building program. Policy – routinely build to “gold standard” and recapture revenue savings.
- Correlation of all plans (Which Way, General Plan, etc.) Make sense of all of them.
- Reevaluation of Downtown Partnership and EMSD. Business owners need to be better represented.
- Increased citizen input through use of web-site. Try new things to increase citizen input.
- Review committees, commissions and subcommittee effectiveness.
- Assure annual charter officer review.

- Staff empowerment - employee suggestions or ideas to improve services, save money.
- Public safety – greater emphasis.
- Workforce housing. 46% of Scottsdale workers do not live in the city.

Councilman Ecton:

- In favor of fire, revitalization and other key issues.
- Strategic Plan – Phase Two, get into details, who, what, where, when, why and hows.
- Budget review process improvements
- WestWorld –need intangibles. Benefits to community. Follow master plan.
- Also SCA – important to Scottsdale. Need new facilities to attract visitors. Facing competition from other cities. Technical improvements.
- Need strategic plan for preserve land purchase and management.
- Process for Board & Commission improvements.
- Open meetings/Executive Sessions – need closer look from legal and practical basis. Need guidelines.
- Zoning changes for garages in backyards. Access needs to be worked out.
- CUP Process recommended need to be brought before Council.
- Worker level housing needs more attention.
- Helicopter program plan – need to move forward – need options.
- Shared revenues/subsidy issues. Staff have met. Need to move forward. Project by Project (i.e. Stacked 40s/West side of Scottsdale Rd.) Subsidies need to go away and be honored by all cities.
- Dust off transit system plan. Gaps in Airpark (more building on Phoenix side).
- Educational opportunities for medical and technical. Do we have the right workforce for new initiatives (TGen and ASU-Scottsdale)?
- Water Conservation – asked EQAB to look at existing programs and see what new programs need to be initiated. We need to take the lead and be the best program in the region. City cut down watering of turf areas (schools also).
- Need to attract more tourists and new types of tourists. Need plan to attract new Signature Events to Scottsdale. Mighty Mud Mania could become a national event. Need to work on these types of events. Literary Walk of Fame – capitalize on literary rank of city. Auto month? Car Show? Keep Signature Event attendees here for longer period of time. Need new events.
- Burying utility lines (Phoenix has \$35 million in budget for next year). Need program for burying lines.
- Villa Monterey Golf Course Plan
- Move towards Mail Ballot Elections.

Group Priorities Discussion

- MM -- Downtown/Southern Revitalization is a priority.
- JL – Need to maintain freedom of movement through transportation.
- MM – Must be focused over the short-term.
- RM – Need to consider how we pay for “wish list.” Need long-term legislative solution to revenues.
- BD – A lot of overlap. Asks that staff remove duplication from projects list, organize them into categories so that Council can sort out and talk about in more detail.
- WE – Strategic Plan is key. Items will fall in to place if the Phase 2 action plan is completed.
- BL – Some are obvious; money is always the issue. Legislature is more likely to support anti-subsidy issue now. Pick out specific proposals; leave out “motherhood and apple pie” issues.
- MM – Need perspective on revenue sharing. Subsidies have proven to be investments in profitable efforts in past. What does our community value? Needs to be expressed in our goals. Baseball field issue needs to be resolved this year.
- JL – Need to account for investments. Set up projects as enterprises, if we are going to determine the benefits and value. ASU-Scottsdale, etc. Set up as an enterprise so we can track the benefit and value.
- BD – We have a huge list. We need to go through the list – does it stay on the list or not? Does an item belong in a category (i.e. Downtown).
- BL – Eliminate items that have to happen (i.e. fire, revitalization); pare list down to manageable form. Look at money first.
- MM – Need to keep in mind that priorities (fire) take a lot of staff and Council time. Need to be realistic. Some can be worked on in 1-2 years.
- JL – Categorize items, assess costs. Then prioritize.
- BL – Eliminate items that don’t need debate.
- BD – Create categories – we’re creating a work program.
- WE – Everything is not on the list.
- BD – Look at lists – Which items need to be added. Address the reality of the list.
- MM – A category should be – what do we want to accomplish in the next 12 months?